



Notice of Intent to Apply for Coverage Under MS4 General Permit

Form 3400-191 (R 3/06)

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Notice: This application is authorized by s. 283.37, Wis. Stats., and chs. NR 151 and 216, Wis. Adm. Code. Personally identifiable information on this form may be used for other program purposes and may be made available to requestors under Wisconsin's Public Records laws and be posted on the Department's internet site.

Instructions: Complete the following for all permit applications. If additional space is needed to respond to a question, attach additional pages. Provide descriptions below that explain the program activities that you expect to develop and implement to comply with the Municipal Separate Storm Sewer System (MS4) general permit (<http://dnr.wi.gov/org/water/wm/nps/stormwater/muni.htm>). Section 3 of the MS4 general permit contains the compliance schedules that direct when the individual program activities need to be developed and submitted to the Department for review. The detailed programs that are developed and submitted to the Department for review may deviate from the program activities described below if necessary. The descriptions provided below are necessary for the Department to verify that the municipality's program activities comply with the permit.

Section I: Applicant Information

Name of Municipality

CITY OF ONALASKA

Mailing Address 415 MAIN STREET	City ONALASKA	State WI	Postal Code 54650
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County(s) in which Applicant is located
LA CROSSE

Type of Municipality: (check one)

☐ County ☒ City ☐ Village ☐ Town ☐ Other (specify)

Section II: Local Contact Information (check one):

Name of Municipal Contact Person

JARROD HOLTER

Title

CITY ENGINEER

Mailing Address 415 MAIN STREET	City ONALASKA	State WI	Postal Code 54650
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E-mail address jholter@cityofonalaska.com	Telephone Number (include area code) (608) 781-9537	Fax Number (include area code) (608) 781-9506
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Section III: Water Quality Concerns

Yes	No	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Does any part of the MS4 discharge to an outstanding resource water (ORW) or exceptional resource water (ERW) listed under s. NR 102.10 or 102.11, Wis. Adm. Code? (An unofficial list of ORWs and ERWs may be found on the Department's Internet site at: http://dnr.wi.gov/org/water/wm/wqs/)
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Does any part of the MS4 discharge to an impaired waterbody listed in accordance with section 303(d)(1) of the federal Clean Water Act, 33 USC § 1313(d)(1)(C)? (A list of Wisconsin impaired waterbodies may be found on the Department's Internet site at: http://dnr.wi.gov/org/water/wm/wqs/303d/303d.html)

Section IV: Area and Population Within the MS4

Yes	No	
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Is the MS4 within an "Urbanized Area" as defined by U.S. EPA? (See http://www.epa.gov/npdes/pubs/fact2-2.pdf)

If no, skip the rest of this section and continue to Section V. If yes, estimate the area served by and the population within the MS4 in an Urbanized Area (UA).

(Urbanized Area maps are available on the EPA web site at: <http://cfpub1.epa.gov/npdes/stormwater/urbanmaps.cfm>)

Total municipal area (in square miles): 12	Total municipal population (in year 2000): 14,839
MS4 service area within Urbanized Area (in square miles): 9.5	Municipal population within Urbanized Area (in year 2000): 13,000 (approx.)

Section V: Potential Permit Exemption

Yes	No	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Section NR 216.023, Wis. Adm. Code, allows certain MS4s that have less than 1000 people residing in an urbanized area to be waived from having to obtain municipal storm water permit coverage.
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Do you believe that the MS4 may be eligible for this potential exemption?

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Summary of Municipal Storm Water Program Activities

A. Public Education and Outreach:

- Storm water drain stenciling done by school children once each year. Enact new specification requiring any new standard storm drain to have stenciling installed.
- Public service announcements on dedicated City cable channel on a quarterly basis.
- Brochures or literature mailed to residents on a yearly basis. These brochures to include promotion of infiltration of residential storm water, leaf pickup, grass clipping pickup, proper disposal of pet wastes and use of lawn and garden fertilizers.
- Brochures distributed to contractors as building permits are taken out as to the impacts of construction site erosion. Education of contractors, during building permit process, regarding best management practices during permit.
- Attend meetings for a cooperative effort on storm water management between the City and other local communities. Form storm water management education partnerships with other local communities to educate the public on permit topics.
- Educate developers regarding how storm water management designs and practices can be used in new development areas, as each new plat or subdivision is brought into the City. This will also be done during site plan review process for smaller sites or areas of redevelopment.
- Educate developers regarding the city comprehensive plan, which identifies many new areas of the City as conservation cluster development. An environmentally sensitive storm water design is promoted with conservation cluster development.
- Utilization of City web site to convey information regarding storm water rules and information on a quarterly or as needed basis.
- Visits to local schools regarding water quality on a yearly basis.
- Brochures distributed yearly regarding recycling program. This brochure includes leaf and grass pick up information along with information regarding waste oil, waste antifreeze, etc. Also to include information on storm water quality issues.
- City Recycling hot line to answer questions regarding where to go with waste products, etc. Answers calls as received.
- Illicit discharge program component will identify businesses or activities, which may pose a storm water contamination concern. This program will have an education component included. Program plan will be done within 24 months with implementation within forty-eight months.

B. Public involvement and Participation:

- City staff, with assistance from a consultant, will prepare a public involvement and participation plan. This plan will be implemented within 24 months.
- Public notice of all meetings at library, city hall, city web site, local radio and newspapers.
- Public comment and participation accepted at all public meeting including Board of Public Works and Common Council.
- Encouraging schools and public service groups to promote storm water management with such activities as performing storm water drain stenciling and Mississippi river clean up.
- Mailings included in public education and outreach shall list appropriate contact names, phone numbers and locations. Also included, shall be times and locations of meetings where public comment can be heard.

C. Illicit Discharge Detection & Elimination:

- City staff, with assistance from a consultant, will prepare an illicit discharge program that promotes detection and elimination of discharges.
 - Ordinance(with inspection and enforcement authority), response procedures, field screening procedures and on-going screening procedures, meeting permit requirements, will be created within 24 months
 - Field screenings of all outfalls will be performed within 36 months. This will include identification of all illicit and non-illicit discharges.
- Countywide Hazardous waste collection facility for area communities is in operation for use by residents.
- City Fire department equipped and has policy in place to handle any spills on public property.
- Annual program of televising suspected sanitary sewers for leakage and replacement if necessary.

D. Construction Site Pollution Control:

- Construction site erosion control ordinance in effect.
- All construction sites with land disturbance must have an erosion control or grading permit.
- Current staff is assigned to monitor single-family housing, multiple family, commercial and development construction. Two city staff members are certified erosion control inspectors.
- Current staff recommends proactive steps or corrective actions and has enforcement powers through City ordinance.
- Current staff meets with potential builders/developers to plan and implement a construction site erosion control plan(site plan) before any construction occurs using best management practices.
- Current staff inspects and documents actions taken to protect against potential water quality impacts once each week or after any ½ inch rain.
- Current staff answers questions from the public and visits sites upon public complaints.

E. Post-Construction Site Storm Water Management:

- City staff, with assistance from a consultant, will prepare a post-construction storm water management program.
- City will have consultant assist the city to enact a post-construction storm water ordinance to D.N.R. specifications, within 24 months.
 - Ordinance shall include design criteria, standards and specifications
 - Ordinance shall include long-term maintenance requirements, along with procedures for obtaining long-term maintenance.
 - Ordinance shall include inspection and enforcement authority

F. Pollution Prevention:

- City staff, with assistance from a consultant, will prepare a pollution prevention program within 24 months.
- City has a street sweeping program. Consultant will be hired to run SLAMM program and determine effectiveness of sweeping, within 24 months. Sweeping practices shall be altered to maximize removal of pollutants. At a minimum all streets shall be swept monthly with a twice monthly sweeping in commercial areas. Street sweeping and catch basin debris shall be disposed of in a D.N.R. approved site within 12 months.
- A routine inspection and maintenance program of catch basins and structural storm water management facilities shall be enacted within 30 months.
- Road salt usage shall be applied at minimum amounts to maintain public safety per D.O.T. "Highway Maintenance Manual, chapter 35 within twelve months.
- City is presently designing a new maintenance facility which should meet current standards for pollution prevention program.

- City presently has a wellhead protection plan. City will enforce these standards within that area.
- City has some drainage basin best management practices in place to filter suspended solids from storm water run off.
- City presently has curbside yard waste collection and curbside leaf collection. After collection these materials are reused for compost.
- City has a partnership with county for a countywide hazardous waste disposal site.

⇒ Storm water quality management

- City will hire a consultant to prepare a storm water management program within 24 months
- Program will include modeling of city with slamm software to evaluate TSS loading within 24 months.
- Consultant will prepare a plan on how the city can achieve 20% reduction in TSS loading by 2008 and 40% reduction in loading by 2013. City will enact these projects, as funding is available.
- Consultant will inspect all flood control facilities to determine if increases in TSS removal are achievable within 24 months.

⇒ Storm Sewer System Map

- City has storm sewer system mapped on GIS system owned by the city.
- Storm sewer map shows pipes(with sizes), swales, ditches, retention basins, detention basins, ages, directions of flow.
- Storm sewer map shows outfall locations located within the city.
- City map can be overlayed to show the corporate limits, parks, recreation areas, open spaces and public work facilities within the city.
- City map will have catch basins, receiving water classifications, drainage basin areas, known threatened or endangered resources and wetlands included within 24 months.